



## Report to Council

Department: Development Services  
Division: Economic Development  
Date: February 2, 2026  
Prepared by: Nelson Silveira, Manager, Economic Development  
Report Number: Economic Development-2026-03  
Subject: Essex Tourism Events Fund Annual Report  
Number of Pages: 3

### **Recommendation(s)**

**That** Economic Development-2026-03 entitled Essex Tourism Events Fund Applications prepared by Nelson Silveira, Manager, Economic Development dated February 2, 2026, be received.

### **Purpose**

To provide Council with an update on applications that received municipal grant funding in 2025 through the Essex Tourism Events Fund.

### **Background and Discussion**

The Essex Tourism Event Fund provides grant funding for events which attract visitors to the Town of Essex, support the vibrancy of our communities, and stimulate business activity.

Funds can be used to assist with the costs of marketing, growing your existing event, or elevating your event offerings in town. The intention of the grant is to recognize the value annual events have in building vitality in the Town of Essex and enhancing the town’s profile as a destination of choice. The grants serve as an incentive to event organizers to enhance, expand and improve their events.

The maximum grant payable through the Essex Tourism Events Fund for projects with an operating budget of less than \$35,000.00 is \$1,000.00 and the maximum payable for project budgets over \$35,000.00 is \$2,000.00. The maximum grant that may be made to any non-profit organization from the Tourism Events Fund is \$2,000.00.

The following table summarizes organizations and events that received Tourism Events Funds in 2025 in accordance with the Essex Tourism Events Fund Policy.

<b>Proponent</b>	<b>Grant</b>
<b>Heritage Colchester</b> Colchester Village Country Market	\$1,000.00
<b>Windsor Cancer Centre Foundation</b> McGregor Music Festival	\$1,000.00
<b>Essex Centre BIA</b> Essex Centre StreetFest	\$1,000.00
<b>Total</b>	<b>\$3,000.00</b>

**Financial Impact**

The Essex Tourism Events Fund had a total budget of \$10,000.00 for 2025. A total amount of \$3,000.00 in funding was distributed to the successful applicants.

Based on historically low actuals, the total approved budget for the Essex Tourism Events Fund in 2026 has been reduced to \$8,000.00. To increase uptake of this fund in 2026, Administration will be increasing promotion of the program to ensure event organizers are aware that the Town has allocated funding for tourism events that support organizers in Essex.

### **Link to Strategic Priorities**

- Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- Leverage our Town’s competitive advantages to promote jobs and economic investment.
- Take care of our natural environment and strengthen the sense of belonging to everyone who makes Essex “home”.
- Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives.

## Report Approval Details

Document Title:	Essex Tourism Events Fund Annual Report - Economic Development-2026-03.docx
Attachments:	
Final Approval Date:	Jan 26, 2026

This report and all of its attachments were approved and signed as outlined below:



Lori Chadwick, Director, Development Services - Jan 26, 2026 - 1:44 PM



Kate Giurissevich, Chief Administrative Officer - Jan 26, 2026 - 4:43 PM